



Bayer HealthCare Pharmaceuticals

EXECUTIVE SUMMARY

Kevin Kramer

Account team

Quarter 3, 2008 Report

Kaiser

Corporate Account Update

HEADLINE	DETAILS
Kaiser team Overview	Product Updates / Contract updates / Sales:
	Betaseron – <div>Redacted: Relevancy</div>
	<div>Redacted: Relevancy</div>
	Mirena – <div>Redacted: Relevancy</div>
	<div>Redacted: Relevancy</div>
	Leukine - <div>Redacted: Relevancy</div>
	<div>Redacted: Relevancy</div>
	Climara – <div>Redacted: Relevancy</div>
	<div>Redacted: Relevancy</div>
	Yaz – <div>Redacted:</div>
	<div>Redacted: Confidential</div>

	Yasmin –	Redacted: Confidential
		Redacted: Confidential
	Magnevist –	Redacted: Relevancy
		Redacted: Relevancy
	Nexavar –	Redacted: Relevancy
		Redacted: Relevancy

Major Kaiser initiatives		
Lynn Klinkenberg Northern CA - reports key strategic initiatives – Female Health Care:	3 rd Quarter Program Update	
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	3 rd Quarter Business Review	
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Relevancy

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Confidential

- New west coast speaker for Mirena – Paula Hillard, MD recently relocated from Cincinnati, OH to Stanford – this enables us to now have another huge Mirena and Yasmin advocate here in Nor Cal – she will be well utilized!

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Pat Dea
Southern CA -
reports key
strategic
initiatives –
Female Health
Care: Yasmin,
Mirena &
Climara

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Opportunities:

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Other business review 3rd quarter:

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In July, I focused on presenting the benefits of 'Yaz' to key

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	<p>Planned opportunities 4th quarter 2008:</p> <div data-bbox="860 745 1050 819" data-label="Text"> <p>Redacted: Confidential</p> </div>
<p><i>Kym Fant and Tracy Signorelli report on Neurology business</i></p>	<p>Betaseron</p> <div data-bbox="873 1640 1042 1719" data-label="Text"> <p>Redacted: Relevancy</p> </div>

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*Kym Fant and
Tracy Signorelli
report on
Oncology business*

Leukine

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one campaign under program reference

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